

APPARATUS AND METHODS FOR REDUCING CONTAMINANTS IN WATER SYSTEMS USING INFORMATION DISTRIBUTION

Abstract of the Disclosure

The present invention relates to apparatus and methods for reducing water runoff pollution. An apparatus for distributing pollution related information, comprises a demographic data store, a television ratings data store, a governmental mandate data store, broadcast media related to the pollution abatement program, wherein the viewing of the broadcast media is used to meet at least a first pollution abatement program mandate and a computer system coupled to the demographic data store, the television ratings data store, governmental mandate data store, wherein the computer system is configured to identify a local government body that is to adhere to a water runoff pollution abatement program and to identify at least a first show as a potential candidate with which the broadcast media related to the pollution abatement program is to be televised in conjunction with.

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